

New King Sano Cigarette Launched In Three Major Markets



• Plans for introduction in Los Angeles, Chicago, and metropolitan New York markets of United States Tobacco Company's new King Sano Cigarette are being discussed by (left to right) Louis F. Bantle, vice president and marketing director; Thomas W. Holley, executive vice president, operations; and Milton Rothenberg, vice president and director of sales.

A new King Sano Cigarette, possessing the lowest nicotine content of any leading brand of cigarettes and among the lowest in "tars," is being introduced by United States Tobacco Company at popular prices in Los Angeles, Chicago, and metropolitan New York, with national distribution to follow shortly. It was announced by Thomas W. Holley, executive vice president, operations.

The new cigarette, with an enriched, highly satisfying taste, improved filter, and a revolutionary package, is being introduced with a concentrated campaign by the Company's sales and marketing forces. The largest cigarette advertising and promotion program in the Company's history supports these efforts in the three major markets.

Mr. Holley said tests, conducted by the Federal Trade Commission, reveal that new King Sanos contain 0.2 mg. nicotine and 7.0 mg. "tars" per cigarette.

Regular-size Sano Cigarettes, with the improved blend, filter, and reduction in nicotine and tar are being introduced with King Sanos.

"For the first time King Sano and Sano Cigarettes are popularly priced," said Milton Rothenberg, vice president and director of sales. "The lowest nicotine and low tar factors, teamed up with the new, refreshing taste and popular price, provide us with realistic, high expectations of gaining a strong market share for this product."

"To this end we have embarked on an all-out, introductory sales program to appraise buyers of the important innovations in new King Sano Cigarettes."

A four-minute audio-visual presentation, with the theme, "Times Have Changed," and illustrating changes in consumer demand and the Company's response with respect to the low nicotine and tar cigarette market, is being shown to buyers by Company salesmen.

A market research brochure and a four-color booklet, condensing the new King Sano sales story in a way designed to appeal to buying committees, are being given by salesmen to buyers.

In addition, 9,000 packages -- containing a sample pack each of regular and mentholated new King Sano, with a pamphlet describing innovations -- are being given to chain executives and store managers throughout the introductory market areas as a presentation follow-up.

"This massive sales program is being supported by the largest cigarette advertising and promotion effort in Company history," said Louis F. Bantle, vice president and marketing director. "We are using prime time TV commercials in the three markets, as well as scheduled insertions in Sunday supplements of key newspapers."

The 30-second commercial -- developed by Needham, Harper & Steers, Inc., of New York City,

the Company's advertising agency for tobacco products, under the supervision of Robert J. Steinle, director of advertising, tobacco products -- has been scheduled for wide-audience shows through the end of this year.

To suggest the consumer's confusion as regards the low nicotine and tar cigarette market, the commercial opens with a thickening cloud of smoke. The line, "Let's clear it up," accom-



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• United States Tobacco Company's new King Sano Cigarette is being marketed in the Compac-20 package (shown above) — a one-piece, crush-resistant, special laminate of polyethylene, foil, and paper. The pack sports an easy-to-open top, and has been designed to prolong the shelf life of the new tobacco blend. Most of the package surface is dominated by a vertical, linear design of brown, light gray, and dark gray for regular King Sano, while this field effect in green, light green, and green-gray is used for the King Sano menthol version. The tri-leaf is in gold, as is the "sano" designation. "KING" is printed in reverse on a rectangle of the dominant package color.

panied by a pack of new King Sanos breaking through smoke, is followed by mention of prime sales features. The commercial fades with the lines: "And we haven't sacrificed taste. All that we've sacrificed is most of the tar and nicotine."

New King Sano Cigarettes are being marketed in a new package, which is an industry first.

Designed the Compac-20, this once-piece package, made of a special laminate of polyethylene, foil, and paper, is crush-resistant. It possesses an easy-open feature, and is designed to preserve the shelf life of the special blend of tobacco.

Package graphics — evolved by the design firm of Peterson & Blyth Associates, Inc. of New York City, under the guidance of Richard T. Gaddis, director of purchasing — provide a striking brand identity.

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Dominating most of the package surface for regular King Sano is a vertical, linear design of brown, light gray, and dark gray, and the same field effect in green, light green, and green-gray is used on the King Sano menthol package. A gold tri-leaf emblem has replaced the heraldic crest found on the earlier package, and appears with

"sano", also in gold, on a black field at the lower right of the front package panel. Aligned above is a band of the dominant color, extending to the package top, on which "KING" has been printed white the long way of the package.

A 30-carton floor bin and a plastic, metal, and cardboard counter merchandiser are avail-

able for use at the point-of-sale. A 12" x 24" poster for door, window, or wall application; a 5" x 8½" version for vending machine mirrors, and a plastic vending machine insert round out the assortment of display materials.

These sales aids, as well as the cigarette carton and shipping case, have been color-coordinated with the Compac-20 package.